

## Prevent Blindness Holds Person of Vision Event Honoring National Vision's Megan Molony



Jeff Todd of Prevent Blindness with Person of Vision honoree Megan Molony. CHICAGO—Prevent Blindness, the nation's leading eye health and safety non-profit organization, presented the 2023 Person of Vision Award to Megan Molony, senior vice president, chief merchandising and managed care officer, of National Vision Inc. The award presentation took place on March 16, 2023, at 583 Park Avenue, New York, N.Y., in conjunction with

Vision Expo East. All proceeds from the event go directly to support the sight-saving programs of Prevent Blindness.

The Prevent Blindness Person of Vision Award, presented annually, recognizes an individual or organization whose inspired outlook champions healthy vision and its importance for a healthy life. Molony was chosen as the recipient of the Person of Vision Award for years of dedicated commitment to healthy vision, access to affordable eyecare and industry mentorship.

The Gold sponsors of the 2023 Person of Vision Award gala were EssilorLuxottica and National Vision, Inc. Silver sponsors included CooperVision, Horizon Therapeutics and Regeneron. Bronze

Continued on page 8

# **Question of the Day**

# What motivated you to come to Expo and what are your priorities?



Lisa Andijar, OD Yonge and College Optometry Toronto, Ontario

"We wanted to see if there was any interesting continuing education. We also wanted to check out what was new in equipment and expand what we have to offer our patients. It's also great to catch up with our colleagues."

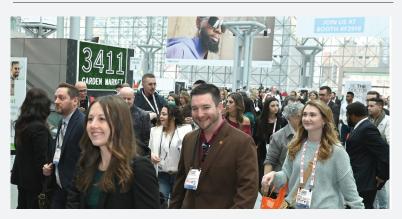
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# **SHOW DAILY**

PUBLISHED BY MI IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO



# Expo East Continues With Celebrations, Vibrant Trends and Dynamic Discussions



NEW YORK—After exploring the different neighborhoods on the Show Floor, featuring more than 425 exhibiting companies, be sure to take full advantage of the dynamic events, compelling education and inspiring programming offered at Vision Expo East 2023.

Gather at The Bridge for a variety of engaging sessions including the NOW Awards: 1st Edition, which includes a panel discussion, awards ceremony and celebration with the NOW by Vision Expo Advisory Committee. The NOW Pavilion is in the Union neighborhood and features a curated selection of frames and lenses that embody

the latest trends and innovations in eyewear.

Vision Expo's education program also continues today, offering custom-designed clinical content, as well as sessions ranging from the latest business strategies and optical technology to patient care and cutting-edge innovations. OptiCon @ Vision Expo returns with an unmatched opticianry education program and exhibit hall experience for opticians, contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers and lab technicians.

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# Single Vision just got upgraded.

**ZEISS ClearView Lenses** 



# TODAY DEXPO

#### See What's Happening at EssilorLuxottica's Booth

Head to EssilorLuxottica's Booth #P1968 where you can play head-to-head in the Prizm Gaming Lounge against their Oakley athletes—Darnay Holmes, Cornerback for the New York Giants, and Seth "Scump" Abner,

a two-time XGames gold medalist. Holmes will be there today from 2:00 - 4:00 pm, and Abner will be there from 3:00 - 5:00 pm. While you're there, put the latest Crizal No-Glare lenses to the



test by conducting your own "Lifeproof" test live. Also, learn about their groundbreaking technology in the new Varilux XR series lenses, and explore your own eye responsiveness in real time. There's a lot going on at the EssilorLuxottica booth, so stop by and make sure you don't miss it.

#### Cheer On Students Competing in the NFOS College Bowl

The National Federation of Opticianry Schools (NFOS) College Bowl is a competition modeled on a game show that features questions in



anatomy and physiology of the eye, ophthalmic dispensing, ophthalmic fabrication, contact lenses and optics. The stakes are high—in addition to school bragging rights, the winner will take home a \$500 first place prize. Join the audience to cheer on your favorite school's participant. This event is powered by EssilorLuxottica and takes place today

from 12:30 – 1:30 pm at The Bridge. Immediately following at approximately 1:45 pm, visit the OptiCon Hub for a Champagne toast to the NFOS College Bowl winner and their competitors.

#### NOW by Vision Expo Showcases Trends and Presents Awards

The NOW by Vision Expo trends showcase is back for its second year. Located in The Union, the NOW Pavilion will feature curated selections that embody the industry's most vibrant "talk-of-the-show"

trends. Exhibitors were invited to enter one product for consideration that best represents one of this year's themes: Eyewear Icons, Colors of 2023, Show Stoppers, Alternative Materials and Technologies and Diversity and Inclusivity. Today, beginning at 4:30 pm, The Bridge will host an awards presentation, panel discussion



and celebration with the NOW by Vision Expo Advisory Committee. The inaugural NOW Awards will be given to submissions in eight categories, from sunglasses, optical, optical achievement and more.

#### See Five Tribute Bands in Rock4Sight Benefit Concert Tonight

Rock4Sight 2023 is back to celebrate the optical industry and raise funds for ECN Purpose, a 501c3 charity dedicated to providing both eye health education and connection to vision care to the underserved. The party begins today at 8:30 pm at the Hard Rock Café in Times Square. This year's benefit concert will feature a new twist. Five tribute bands will each perform a set of songs that pay tribute to a specific artist or band featuring a combination of Blues, 60s, Soul/Funk, 70s and Classic Rock.



#### See New 'Line Art Charmant'

Visit Charmant USA at Booth #P835 for a look at brands like Line Art



Charmant, where a robot will demonstrate its flexible abilities. Table displays will also explain each Line Art Charmant temple story, relating to its inspiration of dance. Charmant will also have special show discounts and assorted gift options. If you've scheduled an appointment with them, you will also receive an exclusive

sneak peak of Charmant USA's optical and sunglass collections, and walk away with a free Isaac Mizrahi New York Umbrella.

#### Visit Coburn Technologies for Special Pricing

Discounted pricing and financing await you at Coburn Technologies' Booth #F2435. Take advantage of their low payment promo on their lat-



est finishing systems and diagnostic technology. Special offers include: 5.99 percent interest, flexible financing options, 0 payments for 30 days, a 4-year warranty on finishing and a 3-year warranty on diagnostics. Head to the Coburn Technologies Booth to learn more.

#### Enter to Win With Hilco Vision

HILCOVISION

Daily CONTEST

GIVEAWAYS

At Hilco Vision's Booth #P635, they will be launching some exciting new products that will make adjusting eyewear much easier, as well as organizing

adjusting eyewear much easier, as well as organizing your dispensing stations. They will also be having daily giveaway contests for these new products. Each day, there will be one drawing to win the ErgoProfile Smart System Pro, which includes ErgoProfile Pliers and Surface Bench. There will also be five daily drawings to win a Bionic Thumb. Be sure to stop by to learn more about these new products and to enter the drawing.

More ----



# TODAY EXPO

#### Celebrate Zyloware's 100th

Incorporated as a business in New York State in 1923, Zyloware is turning 100 this year. The company became one of the first



manufacturers of zyl frames and continues to be recognized as a trusted voice in the optical industry, providing frames to millions of people worldwide each year. Stop by their Booth #P1669 to help them celebrate 100 years of helping people see a beautiful day every day.

# The Innovation Stage and the Newest Innovations From Essilor Instruments

Head to The Bridge today from 2:00 – 2:30 pm for the Innovation Stage event "Using IPL and LLLT to Treat the Surrounding Conditions to Allevi-



ate DED," featuring speaker Paul Karpecki, OD, FAAO. This event is sponsored by Essilor Instruments USA. Afterwards, you can visit their Booth #P2267 to see

the debut of three new ophthalmic devices, including the advanced technologies in the Myopia Expert 700 optical biometer and the light therapy and digital imaging solutions of me-check, epi-c plus and equinox.

#### Help Lafont Celebrate its 100th Anniversary

To celebrate 100 years of family history with a unique trajectory from a Parisian boutique to a world-renowned Maison, Maison Lafont will

release limited-edition designs in 2023. Thomas Lafont has designed the chic NEW YORK frame to kick off the yearlong celebration. NEW YORK is an ode



to its namesake fashionable and luxurious city, featuring an uplifted cat eye silhouette plated in 22k gold and signature Panther Print acetate. Make sure to stop by Lafont's Booth #U1319 to check it out.

#### See What's New From LTD Eyewear

Stop by LTD Eyewear at Booth #P569 to see the latest
St. Moritz, Geek Eyewear, and Stacy Adams Eyewear
styles under \$20 each. There are also dozens and dozens others for under \$5 each. Be sure to check out the rest of the brands they represent, like Paris Blues Eyewear, Ce-Tru Eyewear, Extra-Extra Eyewear, Bella Italia Eyewear, Limited Editions Eyewear and Ce-Tru Lenses. And while you're there pick up a free 12" x 12" lab cloth, while supplies last.

#### Become a Tech Print Industries (TPI) Beta Tester

TPI designs and prints eyewear with advanced 3D-printing processes



that print in full color, and a growing, diverse team of designers who can mold frames to meet your collection needs. They are looking for beta testers to try the TPI product, and there's no cost to sign up. Qualified eyecare professional can visit TPI at the ClearVision Booth #P520 to sign up with a representative. When you join, you'll choose your free frame and qualify for a free, 3D-printed miniature of your-

self from Minikin. Beta tester spots are limited, so be sure to stop by.

#### Watch Compulink's Eyecare Advantage in Action

Compulink Healthcare Solutions is showcasing its latest platform innovations at their Booth #F2651. Optometry specific EHR, practice management and optical point-of-sale, Compulink's Eyecare Advantage all-in-one solution is designed to help increase efficiency and provide high-quality patient care. Other features the team will demo include: MyEyeStore, an e-commerce solution; Advantage Patient Experience, a full suite of mobile patient engagement tools; and Advantage Reputation, automated technology to collect and post patient reviews on Google and Facebook.

# CooperVision Launches 'Make Children's Sight Your Fight' Myopia Campaign

SAN RAMON, CALIF.—CooperVision has unveiled a multi-faceted consumer and professional marketing campaign to protect children's vision and advance myopia control education in the U.S. to kick off Vision Expo East 2023. The "Make Children's Sight Your Fight" initiative is rooted in new CooperVision-commissioned U.S. parent and eyecare professional (ECP) research, which shows progress in strengthening awareness and action, while also spotlighting opportunities to do more.

"Protecting children's vision from getting worse as they grow is something that takes a community—parents, eyecare professionals, publishers, and so many others," said Alex Wilkes, president, Americas, CooperVision.

"We want everyone to join us in this fight for early detection and intervention. MiSight 1 day launched in the U.S. three years ago and created the fast-growing myopia control category, and CooperVision is once again leading the way to advance children's eye health across the nation."

New CooperVision research shows progress in strengthening awareness and action and emphasizes the critical nature of evidence-based early intervention. Industry data shows 65 percent of children aged 8-12 years who have myopia have a prescription between -0.50D and -2.00D.

With this information, CooperVision sees an opportunity to impact the lives of children in that age range with early intervention that can prevent the worsening of the disease. MiSight 1 day prescribing ECPs are committed to take action in response to this stark fact, with 76 percent seeing the need and treating low myopes between -0.50D to -1.00D.

Parent education and easy to access resources remains critical to success, with 72 percent



their child has been diagnosed with myopia, they will conduct online research to learn more.

of parents agreeing that if

Drough and a transmission you have the greater to project their standard and recovering with the first and legs TEA argument argu

"Make Children's Sight

Your Fight" comprises several avenues to reach the U.S. parent and eyecare communities, including media advertising for widespread consumer outreach. The campaign encourages parents to interact with an expanded MiSight 1 day digital ecosystem, spanning YouTube, Facebook, Instagram, and MiSight.com. ECPs can support the campaign by sharing a "Make Children's Sight Your Fight" social frame with peers and patients on their channels.

In addition, CooperVision is partnering with ECPs to raise visibility of the campaign across office settings nationwide. ■

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sponsors were Advancing Eyecare, Allure Eyewear, Bausch + Lomb, Jobson, Marchon, Marcolin, Modo Eyewear and Vision Service Plan (VSP). Zyloware Eyewear served as the Nightcap Reception sponsor, and Mondottica USA was the Underwriting sponsor.

Table sponsors included ABB Optical, AEG Vision, DigitalOptometrics, Europa Eyewear, GPN Technologies, Hoya, Inspecs/Tura, Jonas Paul Eyewear, MyEyeDr., Ocuco, Optical Women's Association, PECAA, Safilo, Silhouette, The McGee Group, U.S. Vision, Visibility Management,

The Vision Council, Vision Expo, and Vision Source. In-kind and donations were provided by Jobson, Vision Expo and *Vision Monday*.

The all-volunteer 2023 Person of Vision Committee was chaired by Maureen Cavanagh, Safilo. Additional committee members included Deb Bulken, Luxottica Wholesale; Cha-Ling Delgado, Luxottica Wholesale; Erin Durham, National Vision, Inc.; Jessica Engler, Allure Eyewear; Past Person of Vision honoree Marc Ferrara, Jobson Medical Information; Lorie Lippiatt, OD, LLL Holdings, LLC; Deb Rich, Marchon Eyewear; and Jamie Shyer, Zyloware Eyewear.

"We thank all of our generous sponsors and attendees for making this the largest Prevent Blindness Person of Vision gala ever," said Jeff Todd, president and CEO of Prevent Blindness. "Their support of Megan Molony and our organization allows us to continue our 115-year mission to prevent unnecessary vision loss and provide vision services across the age spectrum."

For more information on the 2023 Prevent Blindness Person of Vision Award event, please contact Sue Corbett at <a href="mailto:scorbett@preventblindness.org">scorbett@preventblindness.org</a> events/2023-person-of-vision/.

### **Expo East Continues With Celebrations, Vibrant Trends and Dynamic Discussions**

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The Career Zone-Student Lounge returns to Vision Expo East 2023 today from 10:00 am to 4:00 pm. Located in the Attendee Lounge, the Career Zone will serve as a central hub for students and young professionals to network with participating companies, many of which are actively recruiting and seeking new talent.

Today, Vision Expo East's main stage destination, **The Bridge**, continues to host educational panels and discussions designed to inform, empower and challenge attendees.

The National Federation of Opticianry Schools (NFOS) College Bowl, powered by EssilorLuxottica, will take place today from 12:30 – 1:30 pm. Modeled on a game show that features questions in anatomy and physiology of the eye, ophthal-

mic dispensing, ophthalmic fabrication, contact lenses and optics, The NFOS will award \$500 to the first-place winner during a celebratory champagne toast at the OptiCon Hub at 1:45 pm.

The Vision Expo Keynote address, presented by blind ultra-runner Jason Romero, will begin at 3:00 pm with a meet-and-greet with the speaker, and his keynote address will immediately follow at 3:30 pm. ■

# **SHOW SHOTS**

- 1. Jeff Todd of Prevent Blindness (I) and Jim McGrann of Percept congratulate Megan Molony for being honored as the Person of Vision.
- 2. Megan Molony and family members celebrate her award.
- 3. (L to R) The co-founders of Two Blind Brothers, Bradford and Bryan Manning, with L'Amy America's Stephen Rappoport. The brothers met with media and retail partners at the L'Amy booth.
- ${\bf 4.}$  It was a packed house for a conversation with Delilah at the Opticon General Session.
- 5. All eyes were on independent retail as Thomas Waller (r) and Becky Causey exchanged opinions and ideas.
- 6. Satisloh's Steele Young introduces the company's new Rx bot LUKE deboxer.
- 7. (L to R) Holding down the fort at the Younger Optics booth were Robert Lee, Sid Sidhu and Johann Van Zyl.















# **SHOW SHOTS**



- 1. (L to R) It was a busy first day at the Zeiss booth for Jens Boy, Jesper Wiegandt and Andrew Hyncik.
- 2. VSP Vision's Thomas Burkhardt took a break from meeting with attendees.
- 3. On opening day, things were buzzing for Essilor-Luxottica's Sherianne James and Fabrizio Uguzzoni.
- ${\bf 4.}$  Darin Nathan takes a break from meeting with clients.
- 5. MacuHealth's Keith Kamalich demonstrates to Michael Raff how the Lifemeter works.
- 6. Nicole Miller (I) and L'Amy America's Stephen Rappoport welcomed attendees to the booth to share some of Nicole's very own Rose as they browsed the collections.
- 7. (L to R) It's a family affair at the Filtertech booth for Wynn, Jamal and Joseph El-Hindi.













# **SHOW SHOTS**

- 1. Dr. Jarett Johnson, OD, MPH, of Primary Eye Care proudly displays her OPTImum Retail Award at The Bridge.
- 2. LensCrafters welcomed attendees to the booth to toast to their 40th anniversary in business. LensCrafters' Alfonso Cerullo (I) and EssilorLuxottica's Carl Spear, OD, got the party started.
- 3. Horizons Optical hosted an evening event at the Alliance Francais to introduce their latest lens technologies. (L to R) In attendance were Horizons' Pau Artus, Santiago Soler, Albert Pogorschelske, Camila Alvira and Ulises Perez.
- 4. ABB Optical's Tom Burke was flying high at the company's booth as the show got underway.
- 5. Tom Castiglione (I) and Denis Bellone proudly showed off their new booth.
- 6. Aaron Asselstine, OD, from Thunder Bay, Ontario gets a bird's eye view of the diagnostic products at the Essilor Instruments booth.
- 7. Jeff Grumbling (I), Optotech Technologies meets with Buhler Group's Oscar Silio at the company's booth.















# Eyes of Faith Optical Makes \$100,000 Donation to Initiate Project in West Africa

NEW YORK—Independent eyewear company, Eyes of Faith, is spearheading an effort to build a community-sustaining clinic in Ghana, West Africa, collecting more than \$100,000 for the project in only three months.

Eyes of Faith Optical surprised radio personality Delilah with the check during the OptiCon General Session at Vision Expo East 2023 in New York City on Friday. Delilah, the most-listened to woman on U.S. radio, is the founder of Point Hope, a nonprofit organization that provides essential support services to disadvantaged children in the U.S. and West Africa.

"The hardest part was keeping the secret from Delilah until the end of her talk at the OptiCon General Session," Eyes of Faith cofounder Jim Schneider said. "Now, we just thank God that so many organizations and individuals are helping us bring vision to thousands of people at Point Hope Village."

Eyes of Faith has a long-standing partnership with Delilah and Point Hope, having contributed

to the construction of five homes for orphans in Ghana, West Africa. Point Hope advocates for children in foster care throughout the U.S. to ensure they have the essentials to live a healthy life.

The organization presented the \$100,000 to Delilah, with Schneider recalling the collaborative efforts of so many organizations to raise the money. The \$50,000 in funds were collected by Eyes of Faith and matched from other organizations including OneSight and the American Board of Opticianry & National Contact Lens Examiners who provided private donations to raise an additional \$50,000.

Delilah told the OptiCon audience, "I am so grateful. I have been to Africa 33 times over the last 20 years and the first time I went there, I was talking with mothers and grandmothers who had just survived a brutal civil war. They said how they needed water because their kids were dying from lack of water. I told them I would come back with water," adding that the community then reached out for a clinic to help



Radio host Delilah (I) accepts a check for \$100,000 from Eyes of Faith founders Jim and Amy Schneider. The money was raised to help support building a community-sustaining clinic in Ghana.

care for local children.

"We spent 15 years buying land, and we were able to open the building last year. The goal is to care for the whole child."

She said prior to the clinic, the organization had to rely on used glasses from the Lions Club to fulfill the vision needs of children, taking more than 20,000 pairs down over the years. With the donation, children will be able to have a comprehensive eye exam and receive a new pair of glasses if needed.

For more information, visit <u>pointhope.org</u> and <u>eofoptical.com</u>. ■

# SPARK Conference for Opti-Port Members Ignited Ideas and Connections

NEW YORK—The SPARK Conference, which took place at Vision Expo East yesterday, was a one-day event created specifically for Opti-Port members with the goal of igniting connections, ideas and growth for multi-office optometric business owners. Attendees benefited from valuable discussions on industry trends, presentations from visionary leaders and shared best practices.

Members who attended the event experienced a wealth of knowledge and inspiration from the speakers and panel discussions. Keynote presenters Bradford and Bryan Manning, the dynamic co-founders of Two Blind Brothers, shared their story of revolutionizing the fashion industry to create luxurious and comfortable clothing donating 100 percent of profits to drive life-changing research for a cure for blindness.

Eugene Shatsman, managing partner of Na-



Keynote presenters Bryan and Bradford Manning, the dynamic co-founders of Two Blind Brothers.

tional Strategic Group, led an engaging session on marketing, offering valuable insights on how to win in tough times. The Vision Council also presented their most recent research on consumer insights, market growth trends and consumer shopping behaviors.

Dr. Jason Lake, the general manager of Opti-Port, shared his thoughts on the event,



Dr. Jason Lake, general manager of Opti-Port, addressed members at the SPARK Conference.

stating, "The SPARK Conference was a tremendous success. We were able to bring together some of the best minds in the optometric industry to share their knowledge and expertise with our members.

"The discussions and sessions were informative and thought-provoking,

and the keynote speakers left everyone feeling inspired and motivated. We look forward to continuing to provide our members with opportunities to learn and grow their businesses," he said.

Overall, the SPARK Conference was a valuable experience for Opti-Port members looking to network, learn from peers and industry leaders, and gain insights to improve their businesses.

#### Locus Robotics Chosen By ABB Optical to Support its National Logistics Center

WILMINGTON, Mass.—ABB Optical Group, a leading distributor of optical products in the U.S., and Locus Robotics, a leader in autonomous mobile robots (AMRs) for fulfillment warehouses, today announced the deployment of Locus's autonomous mobile robots (AMRs) at its National Logistics Center in Hebron, Ky. The Hebron warehouse is the second location to utilize Locus' innovative robotics automation technology and was built from the ground up to be a Locus-centric facility to improve warehouse order fulfillment efficiency and accuracy to deliver a superior fulfillment experience to their customers. ABB Optical had previously deployed LocusBots at its Florida headquarters in November 2021.

"Supply-chain issues hit the health care industry hard, especially eyecare, that's why this partnership represents a tremendous investment we are making not only in the future of optometry, but also in our valued customers," said Tom Calhoun, SVP of operations, ABB Optical. "ABB Optical always has been and continues to be a reliable business partner to eyecare profession-



als, delivering the best services to help them better serve their patients in an evolving industry."

The LocusBots enable ABB

Optical to accurately track order information and ensure that the right item is picked out of the over 160,000 different SKUs they carry. Locus worked closely with ABB Optical throughout the design phase to create a warehouse layout that would be optimized for robotic picking from day one.

"Locus is dedicated to ensuring our robotics solution helps customers drive efficiencies, improve worker satisfaction and reduce costs, ensuring that the right products get to the customer as quickly as possible," said Rick Faulk, CEO of Locus. "Locus's real-time data and performance dashboards help management gain insight and predictability to efficiently manage labor and productivity to seamlessly meet changes in demand. This flexibility allows operators to easily scale up to meet an increase in demand and ensure a positive customer and patient experience."

# **Question of the Day**

What motivated you to come to Expo and what are your priorities?

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Jeff Ostendarp Bausch + Lomb Bridgewater, N.J.

"It's a great opportunity to meet with optical professionals from around the

country. We want to make people more aware of our product portfolio and answer questions for them."



Anna Langevin Abraham Eye Associates Villanova, Pennsylvania

"I like to see all the different frames and find out what's new and upcoming. It's a

great chance to experience NYC and meet with vendors."

## CLI Presents New Data Showing Many U.S. Consumers Want Both Contact Lenses and Glasses

NEW YORK—New research shows that a significant number of vision corrected U.S. adults are interested in purchasing both contact lenses and glasses, representing a largely untapped "dual wear" growth opportunity for the eyecare community. The Contact Lens Institute (CLI) shared this insight and related findings during an onstage panel at Vision Expo East, as part of its See Tomorrow initiative. CLI recently surveyed more than 2,000 Americans, asking them a wide range of questions about what they use to improve their vision, what drove their choices, and how their preferences may vary based on other factors in their lives.

"We received nothing but positive feedback about our See Tomorrow efforts over the past 18 months, which pinpointed growth opportunities through unique consumer data. Our latest research highlights that a more pronounced focus on dual wear could benefit eyecare professionals, retailers and patients alike," said Michele Andrews, OD, CLI chairperson and panel moderator.

Joining Dr. Andrews on the expert panel at the Javits Center were Andrew Bruce, LDO, ABOM, NCLE-AC, of ASB Opticianry Education Services in Vancouver, Wash; Inna Lazar, OD, of Greenwich Eye Care in Old Greenwich, Conn. and Pro Eye Care in Darien, Conn; and Jennifer Tsai, OD, of Line of Sight in New York, N.Y., all of whom are 2023 Contact Lens Institute Visionaries; and Alysse Henkel, senior director, market research and analytics with The Vision Council.

While only one in four (23.6 percent) adults reported using both contact lenses and glasses, there's considerable interest in dual



wear among the remaining population. Almost one in five glasses-only wearers are very interested in contact lenses (18 percent), and the same percentage of contact

lens-only wearers are very interested in glasses. In total, this represents an unrealized prescribing opportunity for more than one-third of all patients, according to CLI.

CLI recommends that eyecare professionals simply "seize the opportunity" to discuss dual wear with patients, an approach they said is largely underutilized by the eyecare community.

An extensive report with additional reporting categories and analysis will be published in April 2023. The Contact Lens Institute members include Alcon, Bausch + Lomb, CooperVision and Johnson & Johnson Vision.